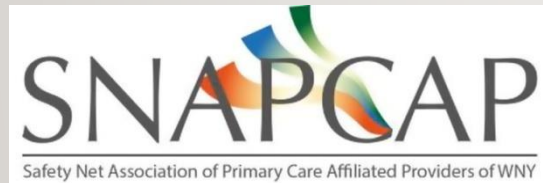


Community Health Workers: *A Workforce and a Movement for Health and Social Equity*

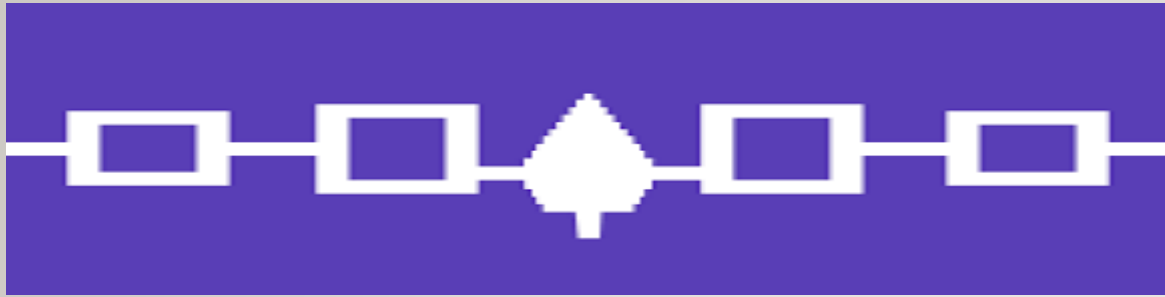
Employer and Stakeholder Conference
February 24, 2021



THANK YOU to the following organizations for their support and partnership



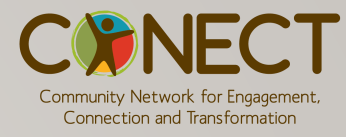
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Land acknowledgment

In keeping with regional protocol, we would like to start by acknowledging the traditional territory of the Haudenosaunee and by honoring the sovereignty of the Six Nations—the Mohawk, Cayuga, Onondaga, Oneida, Seneca and Tuscarora—and their land where we are situated and where the majority of this work took place. In this acknowledgement, we hope to demonstrate respect for the treaties that were made on these territories and remorse for the harms and mistakes of the far and recent past; and we pledge to work toward partnership with a spirit of reconciliation and collaboration.





Agenda

Welcome and Introductions

Jessica Bauer Walker, BA, CHW
Executive Director, CHWNB and CoNECT

Sherman Webb-Middlebrooks, BA, CHW
Vice-Chairperson, CHWNB and CoNECT

Keynote Speaker

Denise Octavia Smith, MBA, CHW, PN
Executive Director, National Association of Community Health Workers

Special Presentations

Health Commissioner Gale Burstein, MD; *Erie County Department of Health*
LuAnne Brown, CEO and Marixsa Sanchez, CHW; *Buffalo Prenatal Perinatal Network*
Anna Falicov, JD, Assistant Corporation Counsel and Michael Ramos, CHW; *City of Buffalo*
Grace Tate, Executive Vice President & CHW and Maribel Irizarry, CHW; *Buffalo Urban League*
Rahwa Ghirmatzion, Executive Director & CHW; *PUSH Buffalo*
Brett Lawton, MPA, Executive Director; *SNAPCAP (Safety Net Association of Primary Care Affiliated Providers)*
Esther Annan, Program Officer; *John R. Oishei Foundation*
Megan MacDavey, Program Officer and CHW; *Peter and Elizabeth C. Tower Foundation*
Mai Nguyen, Director of Social Emotional and Wellness Supports; *Buffalo Public Schools*
Assunta Ventresca, Dayatra Hassan, Jumale Jumale and Khadijah Hussein; *BPS parent and student CHW's*
Renee Cadzow, Ph.D; *D'Youville College*

Breakout Discussions

Network and share ideas with presenters, CHW's, CHW employers, CHW supervisors/managers, funders, and other conference participants

Next Steps and Evaluation

Let's make sure we create a pathway for action and making change before we leave today!

Conference Expectations

Why did you come today?

*What do you want to learn and/or get
out of our time together?*



Conference Values and Norms

These are our CHW Network of Buffalo/
CoNECT values...

- * *Justice, Equity, Diversity and Inclusion (JEDI)*
- * *Trust and Understanding*
- * *Collaboration, Connection and Care*
- * *Excellent and Results*

**What does this mean to you in our space today?
Do you have other requests for meeting norms?**



Denise Octavia Smith

MBA, CHW, PN

Executive Director

National Association of Community Health Workers



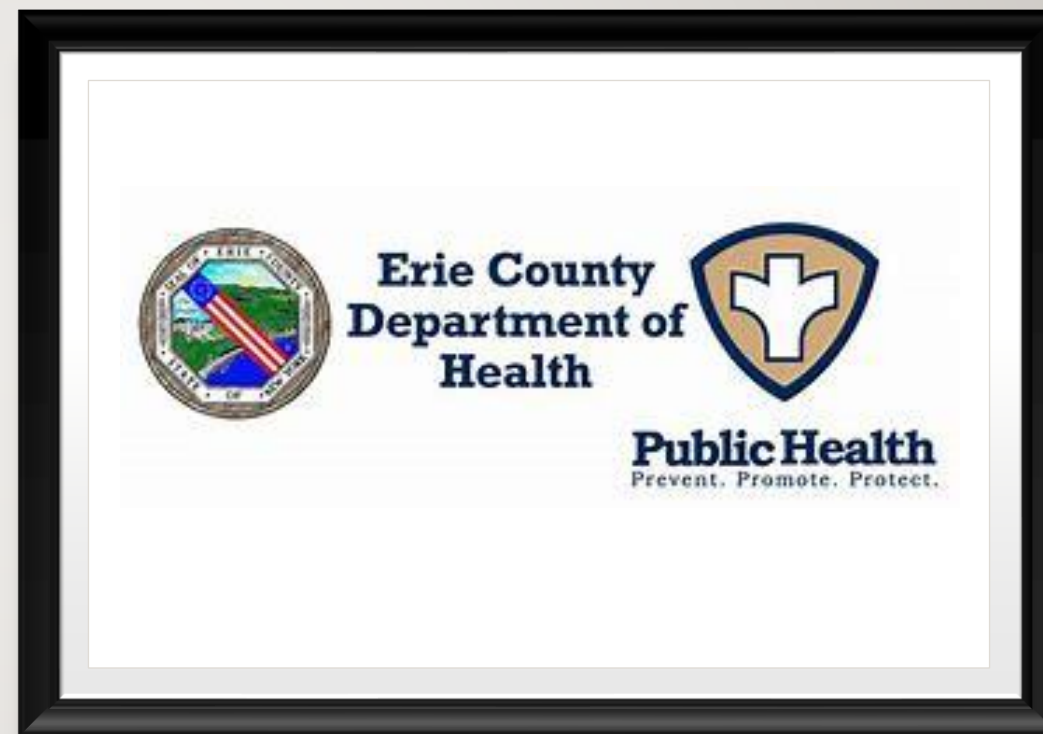
***KEYNOTE ADDRESS: COMMUNITY HEALTH
WORKERS: A WORKFORCE AND A MOVEMENT
FOR HEALTH AND SOCIAL EQUITY***



NACHW

Gale Burstein, MD Erie County Health Commissioner

*CHWs are a
critical public
health strategy*



LuAnne Brown, CEO Marixsa Sanchez, CHW

Buffalo
Prenatal-Perinatal
Network, Inc.



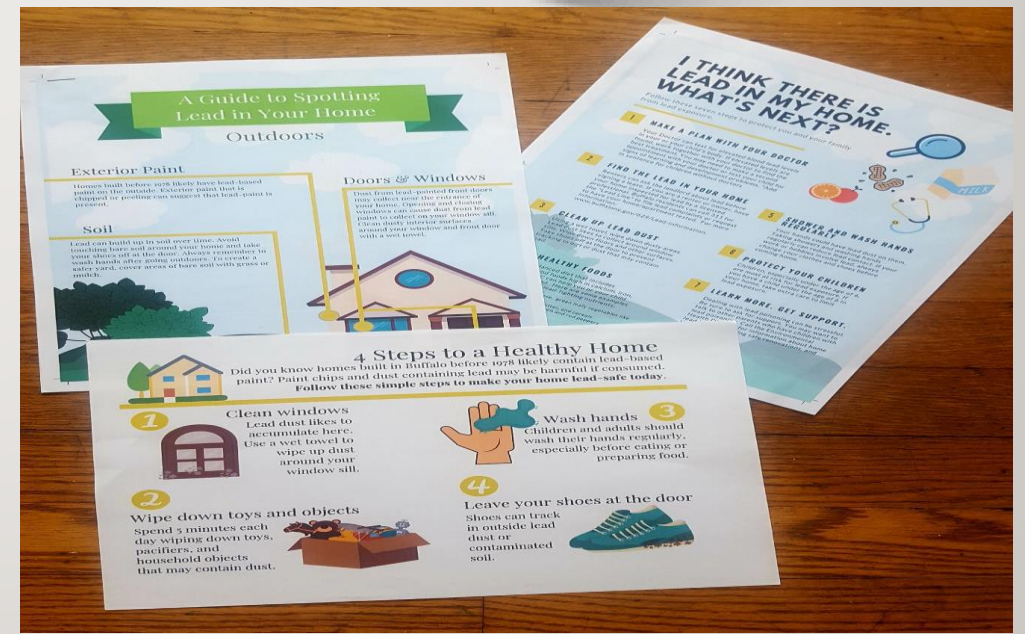
*CHWs impact child
and family health and
well-being and are
skilled innovators*



Anna Falicov, Assistant Corporation Counsel Michael Ramos, CHW



CHWs partner effectively with government to create individual and systems change



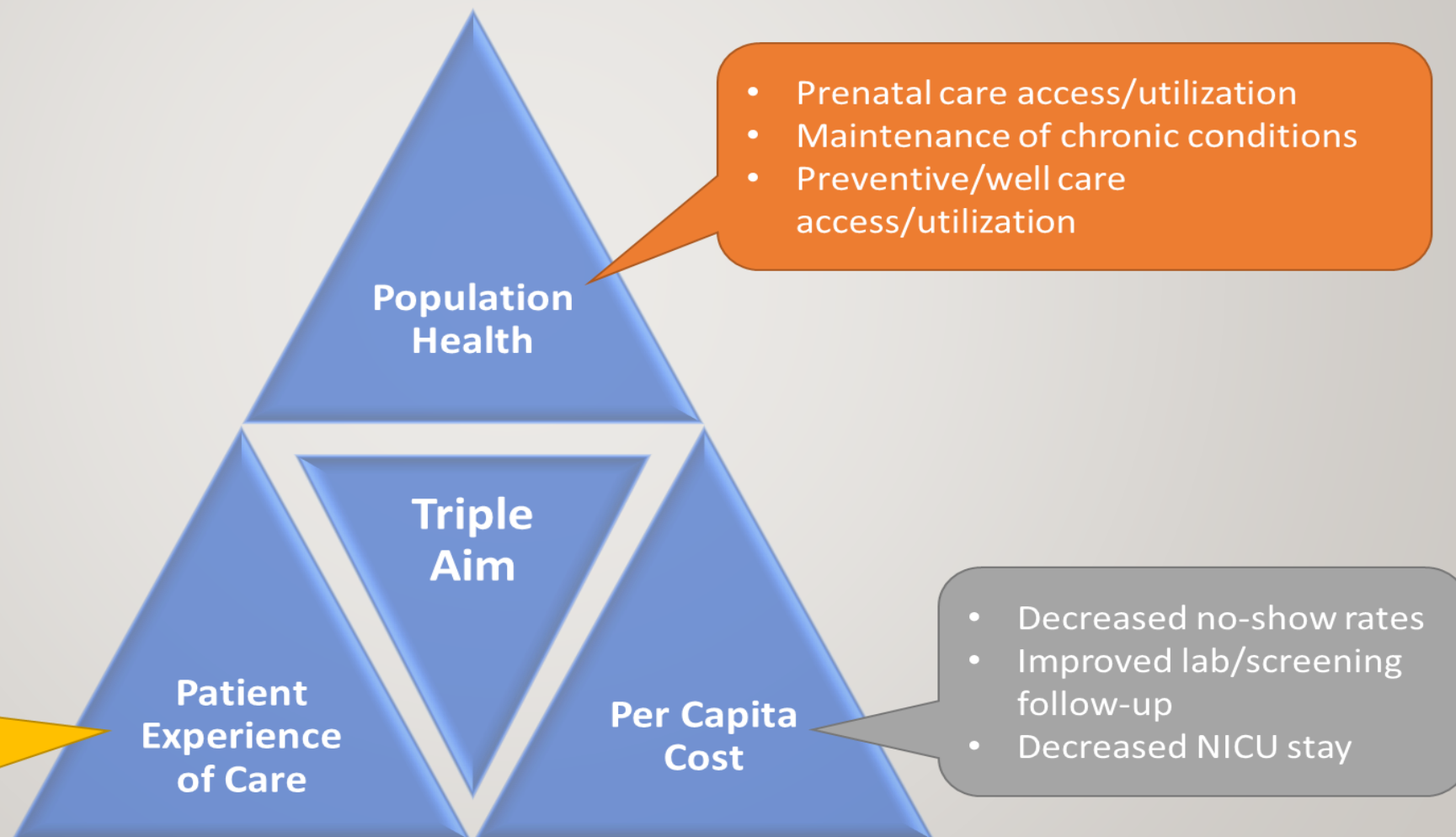
Grace Tate, Executive Vice President & CHW Maribel Irizarry, CHW



*CHWs, CBOs, and healthcare
can partner to co-create
innovative CHW programs to address
patient social determinants of health,
health outcomes, and
overall well-being*



CHWs Help Healthcare Institutions Achieve the “Triple Aim”





Distribution of Buffalo Urban League CHWs in Catholic Health System



Site	Patients	CHW
Mercy Comprehensive Care Center (St. Joseph's Comprehensive Care Center)	OB/GYN	Tiveia
	Pediatrics	
	Adult Primary Care	Lorna
Sister's OB/GYN Center	OB/GYN	Emily
Mercy OB/GYN Center	OB/GYN	Belinda- Senior CHW
Ken-Ton Family Care Center	Primary Care	Shanta
OLV Family Care Center	Primary Care	Leanne
Mount St. Mary's Primary Care Niagara Falls	Primary Care	Keisha
Sister's Emergency Department	Emergency Department	Ericka
Supervisor/Float as needed		Maribel (Bella)

How was the CHS/BUL CHW program funded and developed?

- NYS Department of Health DSRIP provides flexible funding for an innovative model (CHWs do not need to be “billable” providers)
- CHWNB provides training and technical assistance, BUL hires and houses CHW’s, CHW’s are deployed in CHS sites
- The CHW program begins to establish clinical competence beyond acute care; and CHWs are able to address issues across social determinants of health
- A team-based care model with CHW services and linkage to BUL programs improves the team’s reach, cultural competence, outcomes, and sustainability

**Project director/CHW supervisor is a trained CHW and CHW input is integrated as a quality improvement measure*

Measuring Impact Of CHWs to inform Value Proposition

HEDIS Measures –Access/Availability of Care and Utilization	
OB/GYN	Timeliness of prenatal care (first trimester)
	Frequency of ongoing prenatal care
	Postpartum care visit adherence
Pediatric Primary Care	Well-child visits in the first 15 months of life
	Children who had visit with PCP during measurement year
	Childhood immunization status
	Lead screening in children up to age 24 months
Adult Primary Care	Adult ambulatory or preventive care visit during year
	Preventive and diagnostic screening adherence
Emergency	Emergency department over-utilization

<https://vimeo.com/381212054/fdb5ddf0b0>

CHW Response to COVID-19

- CHWs are well-positioned as community-based frontline responders and were re-deployed from clinics to operate BUL Emergency Response Center
 - Food, safety, personal care and paper product (including personal protective equipment- PPE)
 - Daily pantry/nutrition support operation includes compiling food packages, maintaining walk-up window, making home deliveries
 - Coordinating and ordering supplies, applying for additional resources to sustain operation
 - **CHWs have served over 500 families; 1,200 individuals!**

Rahwa Ghirmatzion, Executive Director & CHW

*CHWs and CHW training:
a workforce and leadership
development tool*



Brett Lawton, MPA, Executive Director

*CHWs are critical
connectors in
the healthcare
and public health
safety net*



Esther Annan, Program Officer



PETER & ELIZABETH
TOWER FOUNDATION

Megan MacDavey, Program Officer & CHW

*CHWs are a vital investment for
collective impact across social
determinants of health*



Mai Nguyen, Director of Social and Emotional Supports Buffalo Public Schools Parent and Student CHWs

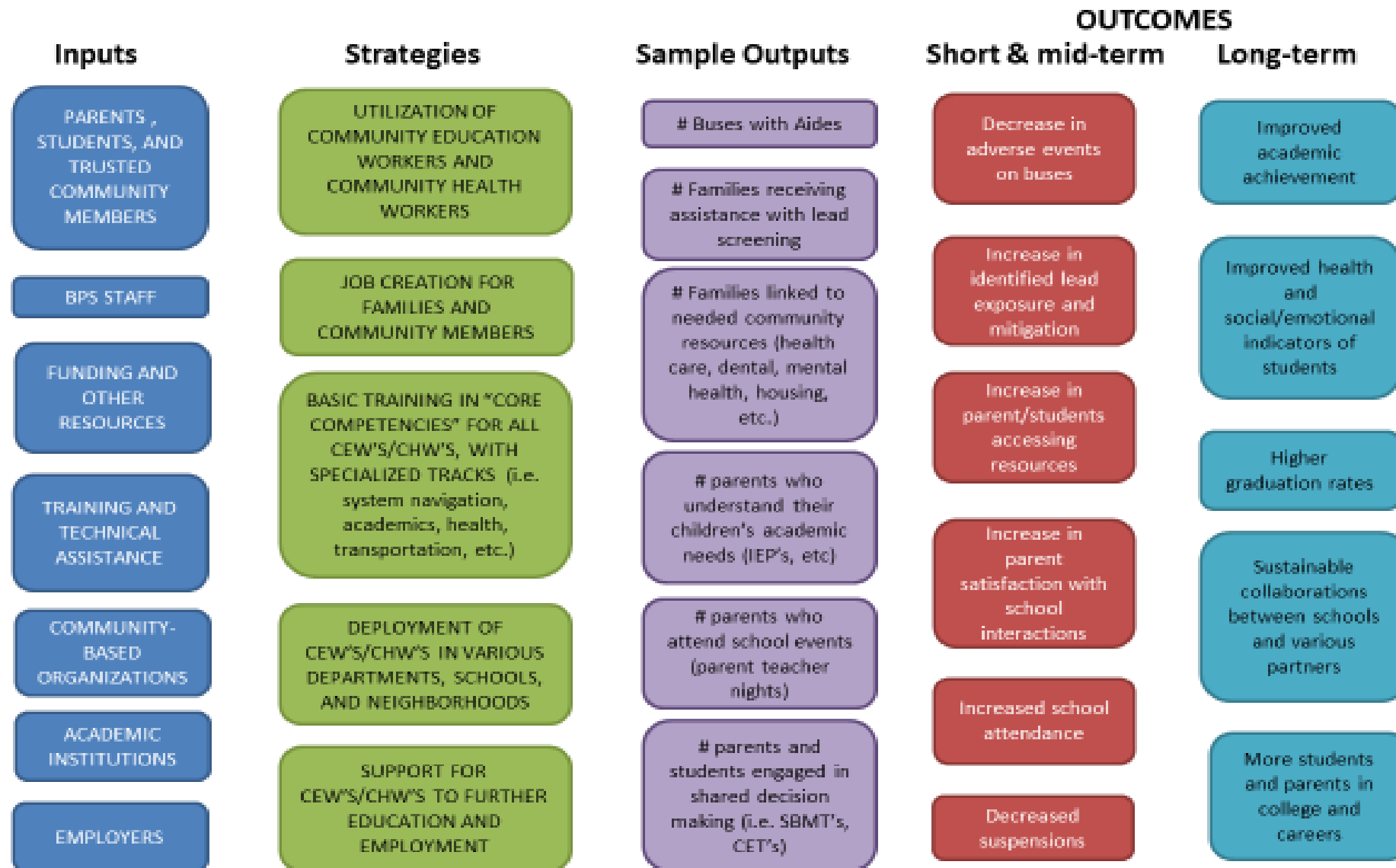
*CHWs are part of a
“whole school,
whole community, whole child”
approach*





Logic Model of Employing a Community Education Worker/Community Health Worker Strategy in the Buffalo Public Schools

(Renee Cadzow, PhD and Jessica Bauer Walker, BA, CHW- School Health and Wellness Collaborative of Buffalo)



Renee Cadzow, PhD, Associate Professor & Chair Health Administration & Public Health

*The business case and
social justice imperative of CHWs*

*Resources and references
from CHWNB/CoNECT*



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The Research Speaks

CHWs cut healthcare spending costs

- **Every dollar invested** in a standardized CHW program that addresses unmet social needs would return **\$2.47 to an average Medicaid payer within the fiscal year.**
- **CHW programs that comprehensively address maternal health** and social well-being decrease the risk of pre-term birth and other birth complications. Every day in the NICU avoided is a **cost-savings of between \$1,200 and \$3,000.**
- **CHWs help people with chronic conditions** to learn self-management strategies and navigate health and social services. This helps patients **avoid the consequences of conditions like uncontrolled diabetes, hypertension, and asthma which are associated with high hospital spending** as well as specialty and surgical care.

Check out our brief as well as resources at NACHW for more information
<http://bit.ly/IntrotoCHWs>

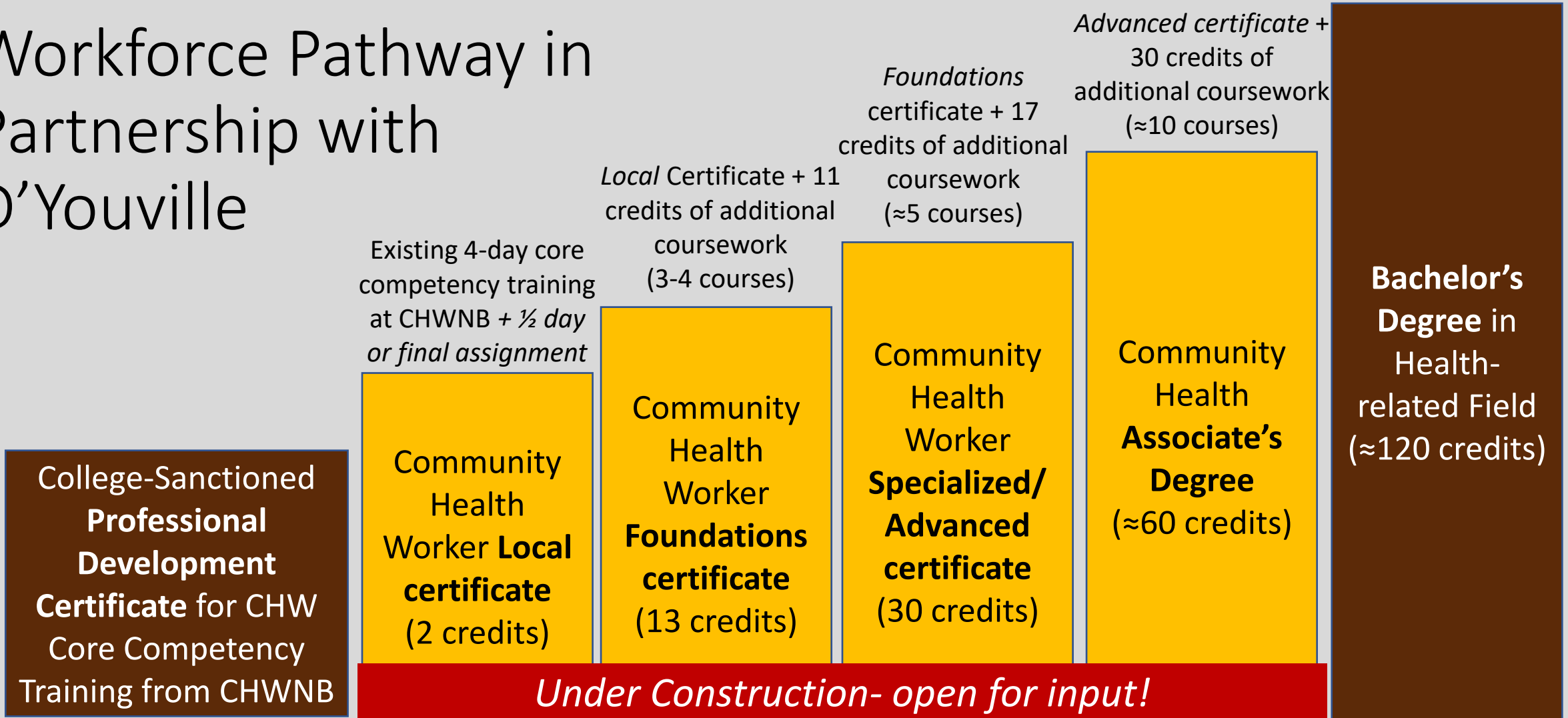
Community Academic Partnerships in Support of CHWs

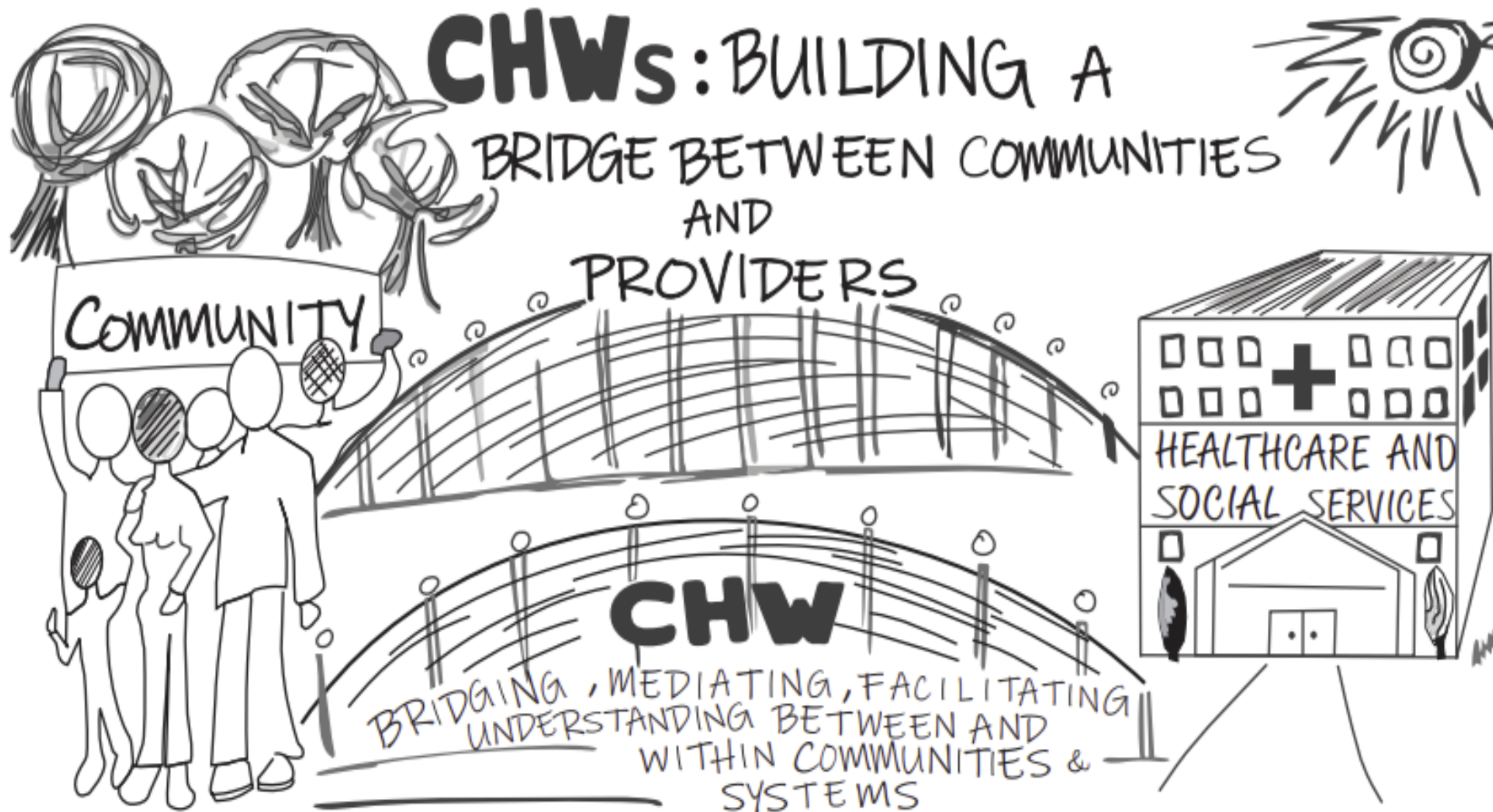
- **Co-facilitated training** (community and institutional)
- **Participatory production of evaluation** tools and reports
- **Publishing/presenting as teams** at regional, national and international conferences
- **CHWs as “community expert”** guest speakers in academic courses and college events
- **CHW programs are learning labs** as internship placements for students





CHW Certificate and Workforce Pathway in Partnership with D'Youville





Based on artwork by Ajmal Millar, CHW

CHW Core Competencies

Communication skills

Informing/instructing skills

Advocacy skills

Service coordination and
referral skills

Knowledge of community
resources

Knowledge of technical
aspects related to navigating
healthcare, education and
social services systems

Qualities of being of and from the community, and
trusted by the community

Qualities of kindness, compassion, commitment to
equity and justice



Breakout Discussions

- 1. What I LEARNED from the presentations today...**
- 2. QUESTIONS I have from presentations and/or about CHW's and CHW training and jobs...**
- 3. SUGGESTIONS for next steps to build CHW's "as a workforce and a movement" in Western NY are...**





Community Network for Engagement,
Connection and Transformation

Get involved! Upcoming Opportunities...

Freedom Schools Buffalo Family and Community Meetings

Thursday 2/25 at 5-6:30pm

www.bit.ly/freedomschoolsbufalofeb25

Friday 2/26 at 1-2:30pm

www.bit.ly/freedomschoolsbufalofeb26

School Health and Wellness Collaborative March 16th 4-5:30pm

www.bit.ly/buffalowellnesscollabmarch2021

Chew & Chat with PUSH March 18th 12-1:30pm

Topic: Healthy, Safe
Affordable Housing
for ALL!

AND MORE!

**Stay in touch for
upcoming
opportunities**

Thank you!

- Please complete survey www.bit.ly/CHWNBworkforcesurvey
- Please complete conference evaluation/feedback form <http://bit.ly/CHWConferenceEval>
- Connect with us on Facebook at <https://www.facebook.com/conectwithus> AND <https://www.facebook.com/chwbuffalo>
- Check out our website for more information: conect-with-us.org

